

J

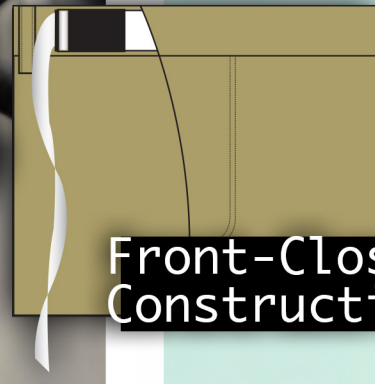
Marty McKenna
3/5/2021



Bleached
Flannel



T-shirt
Jersey



Front-Closure
Construction



Adjustable
Hem

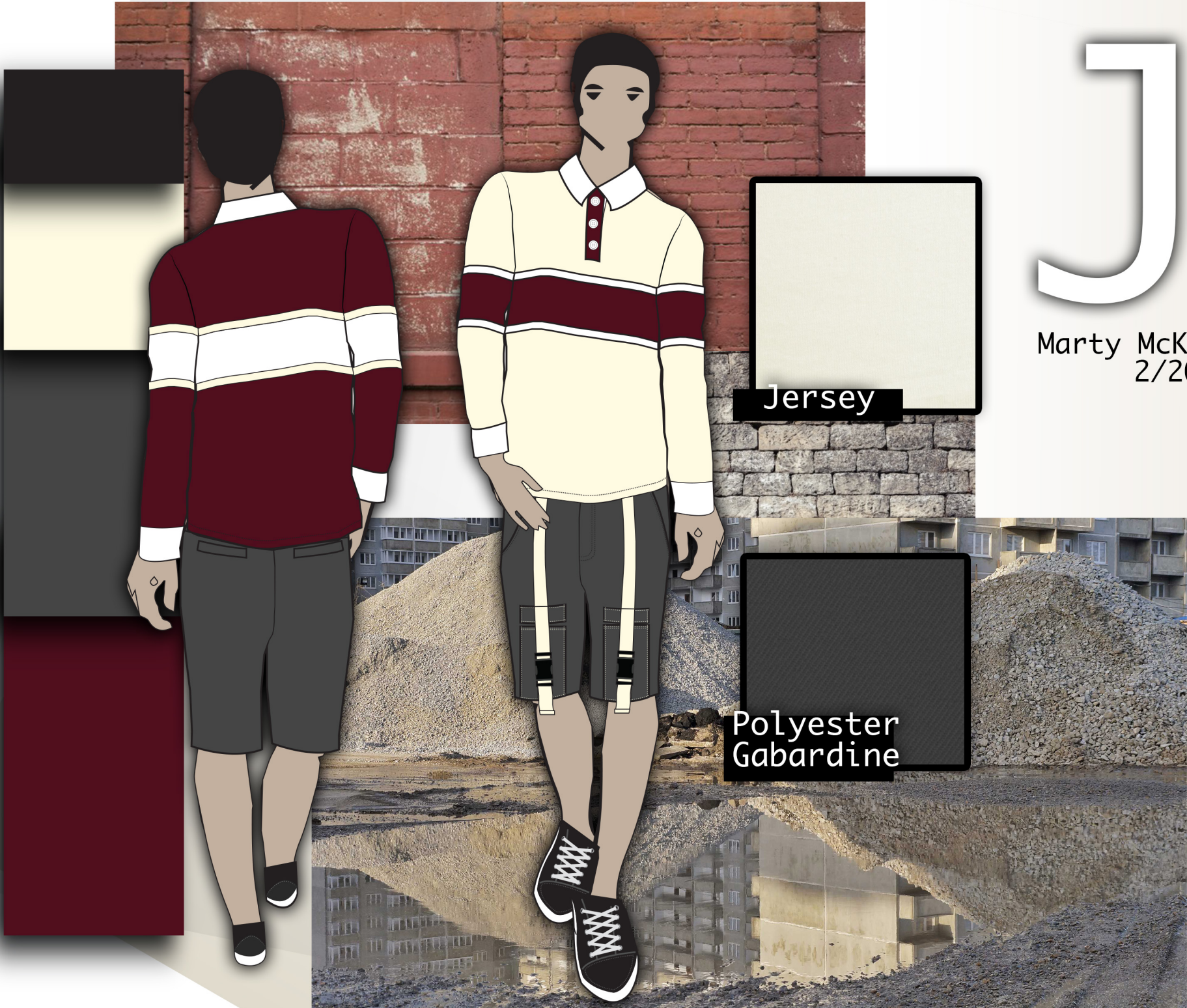


Polyester
Gabardine



J

Marty McKenna
2/20/21

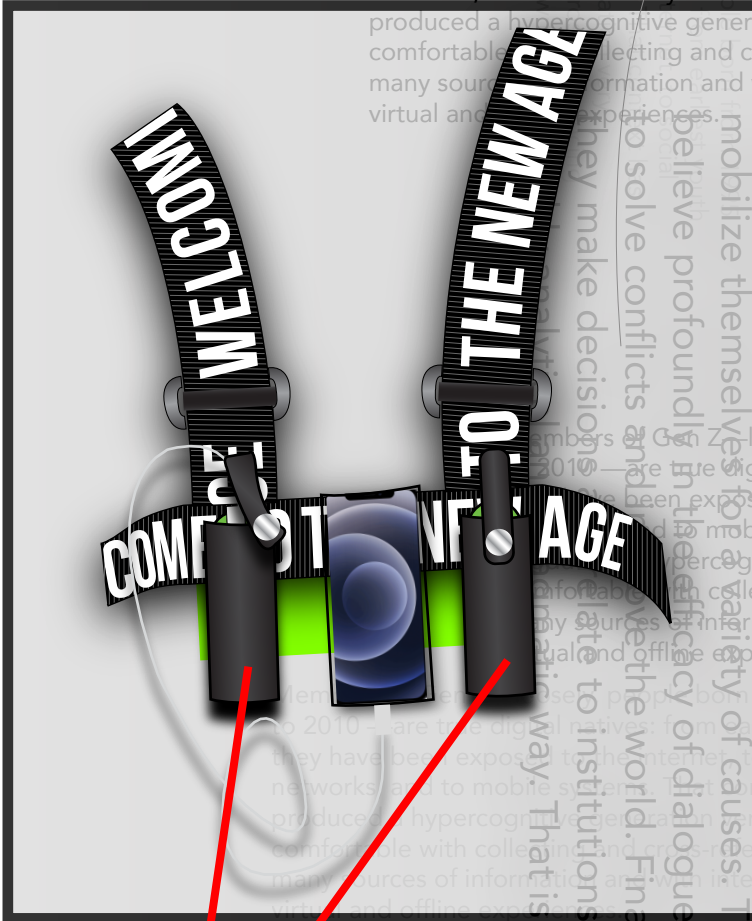


Jersey

Polyester
Gabardine

BATTERY PACK HARNESS

& TEXT CALLOUTS

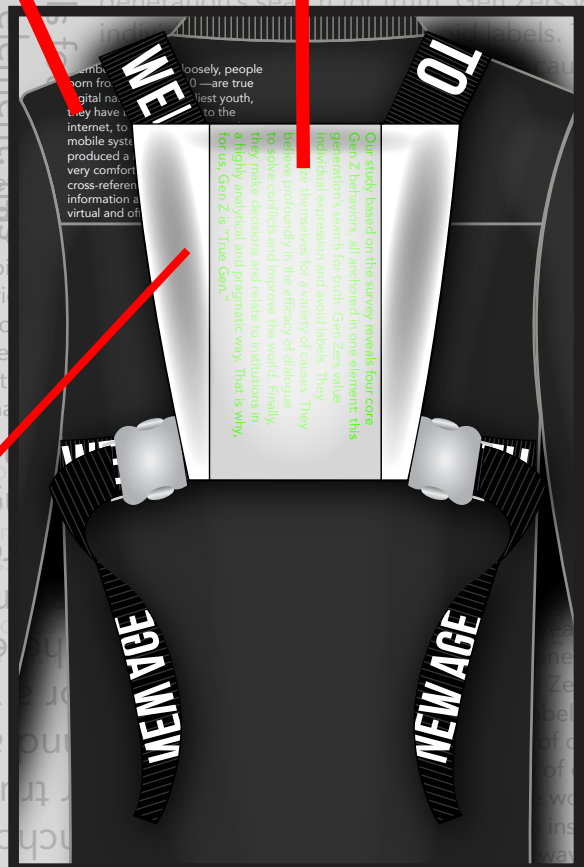


BATTERY PACKS

**BACKPACK WITH ZIP FACING
WEARER'S BACK FOR THEFT
PROTECTION**

Members of Gen Z—loosely, people born from 1995 to 2010—are true digital natives: from earliest youth, they have been exposed to the internet, to social networks, and to mobile systems. That context has produced a hypercognitive generation very comfortable with collecting and cross-referencing many sources of information and with integrating virtual and offline experiences.

Our study based on the survey reveals four core Gen Z behaviors, all anchored in one element: this generation's search for truth. Gen Zers value individual expression and avoid labels. They mobilize themselves for a variety of causes. They believe profoundly in the efficacy of dialogue to solve conflicts and improve the world. Finally, they make decisions and relate to institutions in a highly analytical and pragmatic way. That is why, for us, Gen Z is "True Gen."



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